

PUB TALK

SOUTHWEST WASHINGTON WORKFORCE DEVELOPMENT COUNCIL

*Cultivating and nurturing a culture of
entrepreneurship in Southwest Washington.*



Photo Courtesy of The Columbian

The Southwest Washington Workforce Development Council partnered with the Columbia River Economic Development Council, local Southwest Washington businesses, and the Oregon Entrepreneurs Network to assist entrepreneurship efforts in Southwest Washington through the creation of PubTalk. PubTalk events occur bi-monthly and bring together entrepreneurs with growth-oriented businesses, investors, service providers and members of the community interested in fostering business innovation and growth. The model leverages the network and expertise of residents to support innovation and entrepreneurship in the region.

During the PubTalk sessions, two emerging entrepreneurs present their five-minute pitch on who they are, and what they do in front of a live audience. The presenters receive substantial preparation on their business plans, financing, corporate structure, and more to prepare them to pitch. The PubTalk event provides them feedback on their products, services, business model, marketing strategy, or other integral components of their business. It also has provided many businesses with the connections needed to take their projects to the next level. At least eight viable businesses have launched through the PubTalk series.

What makes the format special is its network of people who are involved developing programs and services that then extend the network. Because Clark County is part of the same labor shed and economic region that encompasses Multnomah, Washington, and Clackamas counties in Oregon, the SWWDC engaged the Oregon Entrepreneurs Network whose PubTalk model has proven successful. This partnership allows for better integration within the economic region encompassing both states.



Photos courtesy of The Columbian

